
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.00490

Research on the Construction of Core Competency System for Online News Editors (Post-print)

Authors: Zhang Shuhui

Date: 2023-10-08T00:00:00+00:00

Abstract

Online news editing is an emerging professional system that has arisen alongside the rapid development of the Internet. Online news has become an indispensable component of public life and social activities. Online news media engage in various forms of cooperation and competition with traditional media, as well as within the online news media ecosystem itself, thereby placing higher demands on the core competencies of online news editors. Based on a brief overview of the concept and work characteristics of online news editing, this article clarifies the fundamental significance of constructing a core competency framework, analyzes the basic components of such a framework in conjunction with professional features, and proposes pathways for enhancing core competencies, thereby providing references for relevant practitioners and contributing to the promotion of China's online news industry development.

Full Text

Preamble

Research on the Construction of a Core Competency System for Online News Editors

[Feixian Converged Media Center (Feixian Radio and Television Station), Linyi, Shandong 276000]

Abstract: Online news editing represents a new professional system that has emerged alongside the rapid development of the internet. Online news has become an indispensable component of public life and social activities. Constant cooperation and competition occur in various forms between online news media and traditional media, as well as among online news media themselves, placing higher demands on the core competencies of online news editors. This paper begins with a brief overview of the concept and work characteristics of online

news editing, clarifies the fundamental significance of constructing a core competency system, analyzes the basic components of this system in conjunction with professional features, and proposes pathways for enhancing core competencies. The aim is to provide reference for relevant practitioners and contribute to promoting the healthy development of China's online news industry.

Keywords: Online news editor; Internet; Core competency; System construction

Classification Code: G221

Document Code: A

Article ID: 1671-0134(2022)03-086-03

DOI: 10.19483/j.cnki.11-4653/n.2022.03.027

Citation Format: Zhang Shuhui. Research on the Construction of a Core Competency System for Online News Editors[J]. China Media Technology, 2022(03): 86-88.

Core competency is originally a concept applied to enterprise competition. Under the team-based operational system of online news editing, both individual editors and editorial teams should possess their own unique advantages—that is, they must have appropriate core competencies. Based on the identification criteria for core competencies—value, rarity, non-substitutability, and inimitability—this paper proposes the fundamental composition of a core competency system for online news editors, providing a reference framework for editorial teams to enhance their competitiveness. By analyzing deficiencies in actual work and achieving the construction of individual core competencies, this research seeks to drive the innovative development of China's online news industry and better meet the practical needs of audience groups.

1.1 The Concept of Online News Editing

In terms of professional nature, online news editing refers to the occupation of collecting, organizing, and disseminating news information using online information platforms. However, regarding the current operational status of online media, online news editing encompasses both narrow and broad conceptual dimensions. In its narrow sense, online news editing refers to staff engaged in news editing on network platforms within online media enterprises that have been registered and approved by relevant state departments. These can be further categorized into types such as social news editors, financial news editors, and comprehensive news editors. In its broad sense, online news editing broadly refers to self-media personnel who utilize network platforms for news creation and editing. This study adopts the narrow conceptual definition—that is, professional online news editors.[1]

Although online news editing has become a foundational position in news work during the all-media era, it has undergone a significant transformation from non-professional to professional status. Typically, the launch of the electronic version of *China Trade News* in 1995 is regarded as the birth milestone of online

news editing. However, it was not until around 2002, against the backdrop of widespread internet development in China, that the professional transformation of online news editing was essentially realized. Early online news editors mostly transitioned from traditional media, particularly television media editors. With the rapid development of the internet, especially the widespread popularization of mobile clients, online news has entered an intensely competitive state, placing higher demands on the core competencies of online news editors.

1.2 Work Characteristics of Online News Editing

Although online news editing work shares strong correlations with traditional media news editing, it possesses distinct characteristics. First, online news editing work exhibits integrative features; news content production typically requires comprehensive integration of various information resources including text, audio, video, and images to better satisfy audience news information needs. Second, it demonstrates full-time characteristics; influenced by the real-time transmission nature of the internet, online news typically has explicit timeliness requirements, requiring editorial staff to work around the clock. Third, it shows incremental characteristics, meaning online news content typically requires continuous follow-up and editing to meet the diversified information needs of audience groups.

2.1 Basic Components of Professional Competence

Professional competence constitutes the fundamental behavioral norms that online news editors should observe during professional activities, manifested through individual behavior. Professional competence primarily includes three core elements: professional beliefs, professional knowledge and skills, and professional behavioral habits, with professional skills serving as the basic support. As a fundamental manifestation of professional knowledge and skills, core competency plays an important role in promoting and safeguarding the improvement of professional competence. Strong core competencies must be built upon high-level professional knowledge and skills, while the continuous enhancement and development of professional knowledge and skills further promotes the continuous improvement of core competency levels.[2]

2.2 Practical Requirements for Adapting to All-Media Development

As a profession that transmits social information, news editing plays an extremely important role in promoting the level of interaction in human social production and life. Against the backdrop of rapid network technology development, competition between online media and traditional media continues to intensify while simultaneously showing deep integration trends, gradually driving the media industry toward the all-media era. In this context, higher demands are placed on the core competencies of online news editors. Only with strong

core competencies can they gain advantages in the fierce all-media competition environment and achieve innovative development for themselves and their media platforms.

3.1 Computer Language and Software Application Ability

The entire workflow of online news editing is based on computer technology. Against the backdrop of rapid development in computer language and software technology, only by truly mastering the core requirements of technological application can editors ensure orderly workflow and continuously enhance their core competencies by gradually cultivating computational thinking.[3] Based on current technological development trends, this study employs the Analytic Hierarchy Process to rank the weights of computer language and software application abilities, with specific results shown in Table 1 .

Table 1: Weight Ranking of Online News Editors' Computer Technology Application Abilities

Computer Language	Computer Software	Weight (5-point scale)
DHTML	Website Information Release System	
XHTML	Graphic and Image Processing Software	
PHP Dynamic Programming Ability	Web Design Software	
JAVAScript	Video Non-linear Editing Software Database Software	

Based on different weight analyses, online news editors can more accurately identify deficiencies in their foundational core competencies by comparing their knowledge structure and actual proficiency levels. Through training participation and self-directed learning, they can make targeted improvements to compensate for shortcomings in foundational competencies and achieve overall core competency enhancement.

3.2 Information Screening Ability

In the era of information explosion, online news editors must possess strong information screening capabilities when facing massive amounts of information. The information screening process is not simply about obtaining information or directly copying and pasting; rather, it involves purposeful, proactive, and targeted searching and capturing of massive information based on the news information service needs of specific audience groups, while complying with national laws and regulations and accurately judging policy trends using specific

technologies. After information collection, through multi-layer selection, editors must accurately grasp the internal connections of news information and import it into categorized databases before proceeding with more precise information integration to complete the overall editing process.

Against the backdrop of open development in network technology and news platforms, new media and self-media have entered an intensely competitive state. The audience's practical demand for truthful news information facts drives online news editors to possess high-level interpretation and in-depth analysis abilities that can fully demonstrate the intrinsic value of news information. However, this capability is built upon the multidisciplinary knowledge reserves of editors and teams and based on original thinking, requiring online news editors to continuously enrich their knowledge structure and form unique thinking systems.[4]

3.3 Information Integration Ability

Information integration involves connecting seemingly unrelated or loosely related content through scientific methods to achieve element combination and resource sharing, forming a valuable whole. For online news editors, they must comprehensively enhance their information integration abilities to better leverage network information advantages and provide more competitive news products for audience groups. Information integration ability comprises three fundamental components: content integration ability, form integration ability, and resource integration ability.

3.3.1 Content Integration Ability

Content integration forms the foundation of online news editors' integration capabilities. Given the actual characteristics of current online news manuscripts, content integration must proceed from three levels: paragraph integration, article integration, and thematic integration. Paragraph integration and article integration are interrelated dimensions, primarily involving the integration of article paragraph structures and hierarchical levels based on website characteristics and audience groups. This is achieved by setting up topics and discussion areas to realize deep-level interaction with readers. Thematic integration of online news has become a characteristic format of current online news platforms, combining current news hot topics to integrate network news from different temporal and spatial scopes into unified themes that meet audience demand for associated news information supply.

3.3.2 Form Integration Ability

Against the backdrop of continuously improving network information technology application levels, the comprehensive integration of media forms including text, images, audio, and video provides audience groups with comprehensive, multi-angle, novel, and detailed news content that satisfies different readers'

personalized news information needs. Form integration is an important implementation method for attracting audience attention and fully demonstrating news value. However, in the current era of increasing online news platform numbers and intensifying competition, how to use more concise and direct integration forms to reflect the core of news content has become another dimension that online news editors should emphasize and a fundamental component of the core competency system.

3.3.3 Resource Integration Ability

Against the backdrop of continuous development toward massive scales in network information resources, the all-media concept has been recognized by more online news editors. However, constrained by economic interests of different media formats and operational entities, the realization of all-media still faces multiple challenges. How to promote resource sharing while reserving more extensive and in-depth data resource libraries and achieving news content differentiation through resource integration also constitutes a core competency that online news editors should possess.

3.4 Public Opinion Guidance Ability

Online news essentially remains a literary form that records and disseminates information and reflects era development, constituting a basic component of social memory. Therefore, online news editors must clearly understand their responsibility for public opinion management and continuously enhance their public opinion guidance abilities. This capability specifically includes four fundamental components: first, the ability to analyze the public opinion formation process, transforming passive response to active guidance while respecting the laws of public opinion dissemination; second, the ability to rapidly and accurately release information to seize the initiative when public opinion events emerge;^[5] third, the ability to cultivate “opinion leaders” among netizens to better guide and control the direction of public opinion; and fourth, the ability to conduct more direct and in-depth public opinion guidance work through agenda-setting and other forms.

3.5 Professional Ethics

Undeniably, during the rapid development of online news platforms, driven by economic interests, some online news editors have lost their professional ethics and sense of social responsibility in journalism, resulting in phenomena such as fake news and plagiarized news that negatively impact the overall healthy development of the online news industry. Therefore, while working in the industry, online news editors should strengthen their professional ethics and moral construction, adhere to advocating positive online spirit, online positive energy, and social righteousness as basic orientations, and promote the construction of a fair and harmonious cyberspace.

4.1 Grasping the Essence of Core Competencies

Although the online news editing industry has developed relatively clear cognition of core competencies and can use this as a guide for self-improvement, the grasp of the essence of core competencies remains insufficient in practical application. Essentially, core competencies belong to resources that can generate comparative competitive advantages, with the purpose of enhancing the value of products and services. The manifestation of comparative competitive advantages concentrates on two dimensions: horizontal competition and vertical competition. Vertical competition refers to comparison relative to individual development history, while horizontal competition refers to comparison relative to industry peers. Therefore, in the process of continuous learning and growth, online news editors must also emphasize comparison with industry peers and fully leverage resource advantages in both dimensions to achieve ultimate value enhancement. The absence of advantages in any dimension will result in insufficient core competencies or failure to achieve value objectives.

4.2 Enhancing Topic Selection and Planning Ability Based on Audience Core Needs

Topic selection and planning constitute the basic orientation for selecting news entry points around news events and the fundamental prerequisite for fully connecting news editing with audience needs. Based on the overall development overview of the current online news industry, the cultivation and enhancement of topic selection and planning ability must proceed from the following aspects: first, cultivating online news editors' innovative consciousness and innovative ability, where innovative consciousness refers to the motivation to create originally non-existent editing content based on news editing work and the intentions, desires, and ideas demonstrated thereby, while innovative ability refers to the capacity to realize these intentions, desires, and ideas; second, mastering scientific topic selection and planning methods, applying logical methods, elimination methods, brainstorming methods, etc., to complete topic selection based on clear audience needs to ensure alignment between topic direction and actual demand;[6] third, adhering to the principal position of audience groups and recognizing that news content editing is based on audience groups rather than simple self-production and consumption. Only by adhering to sound topic selection and planning can editors fundamentally establish their core competencies and expand the influence of online news content.

4.3 Enhancing Technical Application Ability

Application ability constitutes an important foundation for fully demonstrating core competencies, and in some cases, more proficient technical operations can win time advantages in news content production and gradually establish advantages in industry competition. Therefore, for online news editors, they must be proficient in applying various editing tools in daily work, utilize convenient oper-

ations and optimized combinations of various tools to quickly and high-quality complete news editing content, and continuously enhance core competencies. In online platform performance assessment work, technical application ability should also be incorporated into the overall assessment system, with regular training and assessment to urge online news editors to continuously strengthen their technical application abilities and lay a solid foundation for achieving core competency enhancement.

4.4 Enhancing News Information Integration and Value-Added Ability

The fundamental manifestation of online news editing work value is ultimately measured by news integration and value-added impact—that is, the actual influence generated among audience groups after receiving news content. The realization of this core competency primarily concentrates on the following levels: first, utilizing internet technology to diversely excavate news information resources to lay a solid foundation for topic selection and planning; second, achieving organic integration of the collection and editing process, comprehensively optimizing key links or decisive transitional links in the coordination between different departments, and coordinating resource integration and development to enhance information resource value; third, adopting flexible value enhancement strategies to deeply excavate the potential value of news resources to truly enhance news value. Notably, news value-added is not only reflected in economic value but more importantly in social value.[7]

5. Upholding the Original Aspiration of Editing Work

Online news editing represents a new editorial profession driven by emerging technologies. Over the past two decades of industry development, it has achieved a transition from disorder to order, from part-time to full-time, and from non-existence to existence and from small to large. During this development process, the core competencies of online news editors have also undergone continuous evolution. Against the backdrop of the new era, online news editors should adhere to the Party's leadership as basic guidance, measure themselves against the social responsibilities undertaken by the news editing profession, uphold the original aspiration of editing work, comprehensively enhance core competencies on the basis of continuous practical innovation, provide diversified news services for audience groups, and promote the continuous development of China's socialist political, economic, and cultural undertakings, playing a positive role in achieving the goals of socialist construction in the new era.

The construction of a core competency system for online news editors is a long-term and systematic endeavor driven by both online news platforms and individuals. Therefore, in the process of core competency system construction, online news platforms should fully leverage their advantages, conduct training and guidance work well, and innovate editorial work models to truly promote

core competency enhancement and create more high-quality news works.

- [1] He Man, Jiao Feiyue. Constructing Core Competencies of Online News Editors under the “Four All-Media” Background[J]. Chinese Editors, 2021(7): 91-96.
- [2] Zhang Yiling. Discussion on the Transformation of New Media Online News Editors under Intelligent Media Trends[J]. Collection, Writing and Editing, 2021(6): 92-93.
- [3] Zhang Wei. Analysis of Diversified Paths for Newspaper Online News Editors under New Media Environment[J]. Journal of News Research, 2021(2): 203-204.
- [4] Xue Fei. Strategies for Enhancing Online News Editing Ability under New Media Background[J]. West China Broadcasting TV, 2020(9): 180-181.
- [5] Xue Xiaowei. Professional Identity of Online News Workers[D]. Xi' an: Shaanxi Normal University, 2017.
- [6] Wang Xinyi. Analysis of Online News Editors' Approaches to News Excavation[J]. News Dissemination, 2016(11): 24-25.
- [7] Shi Jing, Wang Xiangning. Core Competencies of Online Editors[J]. News and Writing, 2010(8): 29-31.

Author Profile: Zhang Shuhui (1982-), female, from Linyi, Shandong, Editor, Research direction: Journalism and Communication.

(Responsible Editor: Zhang Xiaojing)

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv – Machine translation. Verify with original.